# ANNUAL PERFORMANCE PLAN

**FOR** 

# Juan Bautista de Anza National Historic Trail

FISCAL YEAR 2004 OCTOBER 1, 2003 – SEPTEMBER 30, 2004













# Fiscal Year 2004 Annual Performance Plan

for

Juan Bautista de Anza National Historic Trail

Approved: Meredith Kaplan 10/18/2003 Superintendent

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#### I INTRODUCTION

#### **About This Plan**

This is the Annual Performance Plan for the *Juan Bautista de Anza National Historic Trail*. It covers October 1, 2003 – September 30, 2004 (Federal fiscal year 2003), one-year of our five year (2001-2005) Strategic Plan. Our separate Strategic Plan contains our mission and long-term goals and contributes to the nationwide National Park Service (NPS) mission. Copies of our Strategic Plan are available *at 1111 Jackson Street*, *Suite 700*, *Oakland*, *California 94607 attention Meredith Kaplan*.

Our Annual Performance Plan lists each annual goal in the context of its parent mission and long-term goal. Like the parent goal, each annual goal is results- or outcome-oriented. Each goal is objective, quantified and measurable, with performance measures built into each goal statement. Each goal has a brief background explanation, an overview of how the goal will be accomplished, and a statement of how accomplishment will be measured. See Section III, Financial Resources, and Appendix A: Budget for information on the fiscal and human resources we plan to use to achieve the desired outcomes or results.

Each park also develops internal management documents -- annual work plans. They describe the specific activities, services, and products that will be carried out or produced to accomplish planned results in greater detail and list the related dollar and staff (in terms of "full-time equivalents" or FTE) resources. Annual work plans and budgets guide the park's activities throughout the year.

#### The Government Performance and Results Act of 1993 (GPRA)

This Annual Performance Plan is written in part to fulfill the requirements of the Government Performance and Results Act (GPRA). Congress passed this law in 1993 to bring the federal government into the "performance management revolution." Performance management is a goal-driven management concept and practice already widely adopted by the private sector, state and local governments, and many others. GPRA requires federal agencies to develop 1) a **Strategic Plan,** 2) **Annual Performance Plans,** and 3) **Annual Performance Reports** in order to more effectively and efficiently manage their activities to achieve their missions, and to more effectively communicate with the Congress and the American people. Please see the park's Strategic Plan for more information about GPRA and performance management.

It should be noted, however, that the following Annual Performance Plan is much more than just a response to legislative mandate. The law was a catalyst that caused the park staff to reexamine its daily activities and its routine products and services, as well as funding and staffing expended to accomplish them. It motivated and energized us to make sure these things were well aligned with the mission of the National Park Service and the *Juan Bautista de Anza National Historic Trail*, and the long-term goals established to achieve those missions. The results, we believe, will be better planning, better management, and better communication with all of our constituencies and stakeholders, as well as amongst ourselves, about where we are, where we need to be, and how we are going to get there in the most effective and efficient ways

#### **II MISSION**

### **Mission Statement**

The 1200-mile Juan Bautista de Anza National Historic Trail commemorates, protects, marks, and interprets the route traveled by Anza during the years 1775 and 1776 from Sonora, Mexico, New Spain, to bring settlers to establish a mission and presidio at today's San Francisco, California. It is the mission of the National Park Service to promote the preservation of, public access to, and enjoyment and appreciation of historic and cultural resources and associated outdoor areas related to the Anza expedition, its descendants, and the American Indians who allowed them passage.

#### III ACCOMPLISHING GOALS

Because the Juan Bautista de Anza National Historic Trail is owned and managed by entities other than the National Park Service, some Service-wide goals do not apply to its administration. Goal Category I, Preserve Park Resources, applies only to lands within park boundaries owned and managed by the National Park Service, and therefore, cannot be included in this plan. In addition, long term goals regarding visitor safety, fee receipts, and workforce diversity are irrelevant or cannot be measured on a national trail that has no boundaries and is managed by others. This plan responds to Service-wide goals that are appropriate to national trail administration and can be measured.

The annual goals for FY 2004 for the Juan Bautista de Anza National Historic Trail will be accomplished using the organization, facilities, and financial resources summarized below. These should give partners, stakeholders, and the public a better understanding of not only what the we are trying to accomplish this year, but also how we are doing it in a very real sense.

#### **Organization**

The trail is administered by the National Park Service from the Pacific West Regional Office, but is managed by the various federal, state, local agencies and private landowners along the route. The trail has a full-time superintendent and an interpretive ranger fluent in Spanish. The trail has two small non-profit organizations supporting implementation of its Comprehensive Management and Use Plan—one in Arizona and one in California. In addition, trail administration works cooperatively with many partners along the route.

#### **Facilities**

The trail passes through five counties in Arizona, 14 counties in California, and includes 100 cities and towns, several of which are within the larger metropolitan areas of Tucson, Arizona, and Los Angeles and San Francisco, California. It traverses 29 congressional districts, more than any other national trail, and is located within an easy drive of approximately 27 million people (2000 census).

Of the 1200 miles of trail in the United States, only three miles of the historic route are within a NPS unit (The Presidio of San Francisco). Six other NPS units are associated with the trail: Tumacacori NHP, Saguaro National Park, Casa Grande Ruins NM, Santa Monica Mountains NRA, Channel Islands NP (visitor center), and John Muir NHS (Martinez Adobe). Another 159 miles on other federal lands are official components of the trail. Over 1000 miles of the trail are within lands owned or managed by state, regional, and local agencies or private entities. Any part of the trail not on federal land must be certified through a written agreement with the NPS to become an official component of the trail. Certification assures the public that trail sites and segments are qualified and that protection, interpretation, and facilities meet the same standards of quality as expected in traditional NPS areas.

#### **Financial Resources**

Financial resources available to achieve the FY 2004 annual goals include a base operating budget of \$225,000, which funds two permanent positions. This work force will be supplemented by approximately 4,500 hours of Volunteers-in-Parks service, and approximately \$20,000 in

Challenge Cost Share Program funds which are used to accomplish projects along the trail. Achieving our FY 2004 annual goal performance targets is critically dependent on our base funding and on these additional project funds, volunteer assistance, and partnerships. Therefore, in order to plan the year's goals, to organize the year's work to accomplish them, and to communicate, and document them, all funding and staffing sources, and major alternative sources of support and work, are included in developing our Annual Performance Plan.

Highlights of the park's budget, which funds specific goals in the annual performance plan, include:

\$170,000 to address visitor services (interpretive specialist's salary and benefits, part of superintendent's salary, travel to trail sites, implementing Long Range Interpretive Plan, providing maps and interpretive materials, working with partners to develop interpretive exhibits, marking the trail, identifying and providing information to visitor contact areas, enhancing the website, working with Web de Anza to incorporate National Park Service values, publishing a newsletter)

**\$55,000 for park administration** (part of superintendent's salary and benefits, part-time clerk and graphics specialist, preparing and overseeing agreements with partners, administering Challenge Cost Share projects, supporting advisory council, NPS withdrawals)

#### IV MEASURING RESULTS

Administration of the Juan Bautista de Anza National Historic Trail intended to meet goals IIa1-Visitor Satisfaction, IIb1-Visitor Understanding, In FY 02, we worked with the University of Idaho to develop and test a survey instrument suitable to measure visitor satisfaction and understanding. The instrument proved to be unsatisfactory for administration by partners. We currently have no statistical means of measuring visitor satisfaction and understanding, only informal feedback from trail users.

Administration continues to meet goals IIb1X-Educational Programs, IIIaX-Partnerships, and IVb1, Volunteer Hours. Partnerships will be measured by the cumulative increase in the number of cultural and natural resources protected by partners and visitor services offered by partners through formal agreements. Educational programs will be measured by student awarenesss of the Juan Bautista de Anza National Historic Trail and the role of the National Park Service in classrooms participating in Web de Anza, and in our outreach programs. A Parks as Classrooms grant will help us train teachers in six districts in Arizona and California selected to reach underserved areas and populations. Success will be measured by the number of classrooms actually using the curriculum in which the teachers are trained. Volunteer hours will be measured by the cumulative increase in volunteer hours over the baseline in FY00.

#### V. KEY EXTERNAL FACTORS

Protection of trail resources and trail tread is dependent upon a host of agencies, organizations, and individuals external to the National Park Service. Success with resource protection and visitor services relies on strong grassroots and agency support in the communities along the trail. Pima County in Arizona provides an example. The county passed a bond issue that included \$750,000 for the Juan Bautista de Anza National Historic Trail toward potential acquisition and development of four Anza campsites. In addition, the County Parks and Recreation Department

allocated \$100,000 for Anza Trail development. Recently, the county funded a *Corridor Study* and *Master Plan* for the entire 60 miles of Anza Trail in the county. The study includes a set of guidelines addressing visitor experience that may become a model for the entire trail. Currently, the county is seeking more bond money to support development of the Anza Trail

Often, protection is achieved through letters of comment on development plans, environmental impact reports (EIRs) and statements (EISs) with the hope that projects will be conditioned to protect and interpret the trail and its resources. We continue to comment on several projects to encourage protection of the trail as in the Bautista Canyon road "improvement" project or incorporation of the trail such as the Los Altos Hills Trail Plan. The outcomes of those projects and others like them cannot be predicted.

In FY 2004 we will complete agreements to mark, interpret, and protect the trail with the County of San Luis Obispo and its five cities and with the County of Santa Clara.

#### VI. ANNUAL GOALS

Annual goals are the current year's increments toward achieving the park's long-term goals. Long-term goals, in turn, are increments toward achieving mission goals. Mission goals are statements of ideal future conditions pursued "in perpetuity" to achieve the mission of the Juan Bautista de Anza National Historic Trail. The annual goals below, therefore, are listed in the context of their long-term and mission goals. Please see the park's Strategic Plan for details and background on mission, mission goals, and long-term goals.

Following are the park's annual goals for fiscal year 2004. The numbering sequence follows that of the NPS Service-wide plan. Goal numbers may not be consecutive—where numbers are left out, there was no trail goal matching the NPS goal. Currently, we have dropped the Vistor Eperience and Visitor Satisfaction goals because we cannot measure outcomes. Nonetheliees, our focus in trail administration and interpretation remains on these goals. Goal categories and mission goals are in regular type. *Long-term goals are italicized*. **Annual goals are in bold type**.

IIb1X: By September 30, 2005, 80% of students participating in NPS formal educational programs understand American's cultural and natural heritage as preserved by the National Park Service and it Programs.

Long Term Goal IIb1X: By September 30, 2005, 80% of students participating in curriculum-based school programs developed for the Juan Bautista de Anza National Historic Trail understand America's cultural and natural heritage as preserved by National Park Service and its programs related to the Trail.

IIb1X Educational Programs – By September 30, 2004, develop a method of measurement with participating schools which will evaluate student understanding of the Juan Bautista de Anza National Historic Trail and the role of the National Park Service in preserving our cultural heritage.

With the help of the NPS, the University of Oregon has developed a robust educational website, Web de Anza, that uses the Anza expeditions as the basis of exploring how students might use the web for extended study. Lesson plans are

available on the site. The web masters keep excellent records of the use of the site. We would like to tie student learning using this program to awareness of the Juan Bautista de Anza National Historic Trail and the National Park Service role in preserving our cultural heritage. We will work with the University of Oregon and participating schools to develop a means of evaluating student understanding.

In addition, as part of the Parks as Classrooms grant, our interpretive specialist will develop curriculum-based lesson plans for teachers along the Anza route, with emphasis in the underserved urban areas of Nogales, Tucson, Yuma, El Centro, Los Angeles, and Oakland. Evaluation of success will be incorporated into the program.

Goal Category III Partnerships

IIIa Natural and cultural resources are conserved through formal partnership programs.

Long Term Goal IIIaX: By September 30, 2005, the number of projects satisfactorily completed under formal agreements that assist partners in protecting their resources or serving their visitors is increased from 14 in FY 2000 to 21 (50% increase).

IIIaX. Park Partnerships – By September 30, 2004, the Juan Bautista de Anza National Historic Trail will have completed 22 projects that assist partners in protecting their resources or serving their visitors (40% increase over 2000).

Goal Category IV Ensure Organizational Effectiveness

IVa The National Park Service uses current management practices, systems, and technologies to accomplish its mission.

Long Term Goal IVa6A: By September 30, 2005 the number of Juan Bautista de Anza National Historic Trail lost-time injuries is maintained at the FY1994-FY1999 five-year annual average of zero.

IVa6A. Employee Lost-time Injury Rate - By September 30, 2003, the Juan Bautista de Anza National Historic Trail will maintain the annual average of zero lost-time injuries.

Long Term Goal IVb1. By September 30, 2005, the number of Juan Bautista de Anza National Historic Trail volunteer hours is increased from 4,500 in FY2000 to 5,400 (20% increase).

IVb1. Volunteer Hours – by September 30, 2004, the Juan Bautista de Anza National Historic Trail will increase the number of volunteer hours to 5,040 (12% over the 2000 level).

#### VII. ANNUAL PERFORMANCE PLAN CONTRIBUTORS

The following park staff members were involved in preparing this Annual Performance Plan:

Meredith Kaplan, Superintendent and GPRA coordinator. 510-817-1438 meredith\_kaplan@nps.gov
APPENDIX A: Budget Summary

ONPS Base	\$225,000
NPS withdrawals	\$ 3,500
salary & benefits	\$173,500
travel	\$ 13,000
training/conferences	\$ 2,500
trail markers	\$ 1,000
printing/materials	\$ 4,000
partner support	\$ 12,500
advisory commission	\$ 10,000
website or consultant	\$ 5,000

# **Appendix B:**

# **FY03 Annual Performance Plan**

Park/Program Name: <u>Juan Bautista de Anza National Historic Trail</u>

Park/Program Goal Id. No. <u>IIa1</u> Page 1 of 5

Servicewide Goal Identific NPS Servicewide M satisfied with appro	Mission or 1	Long-teri	m G					k visitors are
Park/Program Long-term the Juan Bautista de Anza appropriate park facilities, by the our partners.	National H	istoric Ti	rail d	are satisfied with		200	eline Year. 2	Target Year: 2005
Park/Program Annual Go measurement system. Wor available to the public.							_	
Performance Target this FY: none	Indicator: visitor satisfactio	on	to be established cond Status in base year: very			Desired condition very go good	on:	Unit of measure: VSC
Actual Accomplishment th		Comme exceede		(Provide narrative	explai	nation is	goal if not	met or is
FY03 Annual Work Plan Work Plan: Product/Service/Activity		Division		Responsible	Sou	nding rce tional)	Dollars (opt)	FTE (opt)
Develop approach to meas		n/a		Superintendent	ONPS ONPS			
Work with partners to man facilities, services, and rec opportunities available to	creational	n/a		Superintendent	ON.	PS		
Total Cost and FTE (must provided in total for each goal)		XXXX	XX	XXXXXXX	\$78	,000		0.7

# **FY03** Annual Performance Plan

Park/Program Name: <u>Juan Bautista de Anza National Historic Trail</u> Park/Program Goal Id. No. <u>IIb</u> Page 2 of 5

Servicewide Goal Identific NPS Servicewide Mission appreciate the significance Park/Program Long-term 2005, 35% of trail visitors Juan Bautista de Anza Nata Park/Program Annual Go measurement system and c	or Long-tent of the park  Goal: Long understand ional Historial: IIa1 Vis	they ar  Term (and appric Trainition Sat	Goal Apprecia	ting.  IIb1: By September ate the significance ion – By September	30, of the 30, 20	86 Y6 20 003, at	aseline ear: 002 tempt to de	Target Year: 2005
Performance Target this FY: none  Actual Accomplishment th	Indicator: visitor understan	: Baseline number: Destrope to be established cond				Desire conditi	d ion	Unit of measure:
FY03 Annual Work Plan Work Plan: Product/Service/Activity		Division		Responsible	Funding Source (optional)		Dollars (opt)	FTE (opt)
Conduct trail walks  Distribute auto route brochure		n/a n/a n/a		Interpreter Interpreter Superintendent	ONPS ONPS ONPS			
Develop interpretive materials for broad distribution to public  Complete Long Range Interpretive		n/a		and Interpreter  Interpreter	ONPS			
Plan Offer public educational events Convince ADOT to mark auto route		n/a		Superintendent Superintendent	ONP	S		
Total Cost and FTE (must provided in total for each of goal)		XXXX	XXX	XXXXXXXX	\$110,	000		1.3

#### FY03 Annual Performance Plan

Park Name: Juan Bautista de Anza National Historic Trail

Park Goal Id. No. IIb Page 3of 5 Servicewide Goal Identification number: IIb1X NPS Servicewide Mission or Long-term Goal text: By September 30, 2005, 80% of students participating in NPS formal educational programs understand American's cultural and natural heritage as preserved by the National Park Service and it Programs. *Park/Program Long-term Goal:* By September 30, 2005, 80% of students Baseline Year: Target Year: in classrooms participating in programs related to the Juan Bautista de 2005 Anza National Historic Trail understand America's cultural and natural heritage as preserved by National Park Service and its programs. Park/Program Annual Goal: By September 30, 2003, develop a method of measurement with participating schools which will evaluate student understanding of the Juan Bautista de Anza National Historic Trail and the role of the National Park Service in preserving our cultural heritage. Performance Target this Indicator: Baseline number: Desired Unit of FY: none to be established condition student measure: understanding Status in base year: to be established Actual Accomplishment this FY: **Comment:** (Provide narrative explanation is goal if not met or is exceeded) FY03 Annual Work Plan Work Plan: Division Responsible **Funding Dollars FTE** Product/Service/Activity Source (opt) (opt) (optional) Develop means of measuring Superintendent n/a student understanding and Interpreter Work with teachers to test "Second N/a Interpreter Anza Expedition" curriculum Total Cost and FTE (must be XXXXXX XXXXXXXX provided in total for each annual

goal)									
FY03 Annual Performance Plan									
Park/Program Name: Juan Park/Program Goal Id. No.		Anza Natio	onal Historic Trail	Page 40	f 5				
Servicewide Goal Identific NPS Servicewide Mission satisfactorily completed un their visitors is increased b	or Long-tender formal	rm Goal tex							
Park/Program Long-term projects satisfactorily compartners in protecting their from 14 in FY 2000 to 21 (	pleted under resources of (50% increa	r formal ago or serving thase).	reements that assist neir visitors is increas	sed 200		Target Year: 2005			
Park/Program Annual Go National Historic Trail will serving their visitors (30%)	l have comp	pleted 20 pr							
Performance Target this FY: 6	Indicator: completed projects	Ba	seline number: 14 utus in base year:		Desired Unit of measured project comple				
Actual Accomplishment th			Comment: (Provide narrative explanation is goal if not met or is exceeded)						
FY03 Annual Work Plan Work Plan: Product/Service/Activity		Division	Responsible	Funding Source (optional)	Dollars (opt)	FTE (opt)			
Work with successful CCS proponents to develop visit		n/a	Superintendent	CCSP	\$50,000				
serving interpretive exhibi									
Total Cost and FTE (must	t be	XXXXXX	XXXXXXXX						

provided in total for each annual

goal)			

# **FY03** Annual Performance Plan

Park/Program Name: <u>Juan Bautista de Anza National Historic Trail</u> Park/Program Goal Id. No. IVb Page 5 of 5

Servicewide Goal Identific NPS Servicewide Mission volunteer hours (from 3.8 m Park/Program Long-term Juan Bautista de Anza Nati from 4,500 in FY2000 to 5 Park/Program Annual Goover the 2000 level).	or Long-tenmillion hour Goal: By Stonal Histor ,400 (20 % al: By Sep	rm Goars in 19 eptembic Trail increas tember	97 to per 30, volume).	5.5 million). , 2005, the number the number that is increased.	r of eased	<b>Basel</b> 2000	ine Year:	Target Year: 2005 s by 540 (12%
Performance Target this FY: 5,040 volunteer	Indicator:					condi		Unit of
hours	volunteer		4,50			conai	uon	measure:
nours	voiunieer	nours	Statt	us in base year:				
Actual Accomplishment th		Comm		(Provide narrative	e explai	nation	is goal if no	ot met or is
Work Plan:		Divisi	on	Responsible	Fund	ling	Dollars	FTE
Product/Service/Activity		Division		2.05p 0.0000	Source (optional)		(opt)	(opt)
Work with non-profit supp	ort	n/a		Interpreter;	ONP	S		
groups to increase docume	ented			superintendent				
volunteer hours.								
Total Cost and FTE (must	t be	XXXX	XXX	XXXXXXX				
provided in total for each o	annual							
goal)								